

ACT NEWS

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Integrated Solutions Provider *Issue 36th (Jan. - Mar.) 2011*



Technology can make our future **Better!**

Energize your Asset Performance



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Message From The Management

Dear valued Customers and Partners,

First of all I hope that you and your beloved ones are safe and unharmed bearing in mind the previous unexpected circumstances.

History will record the day of 11 February as the start of a new era of intellectual transformation and reform. A smooth transition to a new government would pave the way toward further economic reforms. So far, Egypt has been adopting these reforms fitfully.

Of course one of the main key players to such a reform is the local business in Egypt as it is considered as the main energizer of the Egyptian economy and the main financial producer that pumps the market.

As a local integrated solutions provider, ACT believes that it should contribute to such a growth as one of the main players in the IT industries, where the information and technology sector (ICT) constitutes the vital foundation of different business sectors all over the world, and it represents the backbone of all governmental services provided to citizens in most developed countries.

For example; the Egyptian economy should increase by seven percent per year as a minimum in order to eliminate the unemployment that has been widely spread all over Egypt in the last decades. As a way of reach such a goal, ACT is stating that it will keep its work force and it's very proud of it and it will seek more recruiters whenever needed in order to help improve the financial and social sector and refresh the labor market. Also we are calling every local business to try to bear the short-run costs of its current labor in order to gain more return for them and for Egypt in the long run.

Also , ACT believes that it is the time for every business not only to maintain its current products and service but instead direct its efforts to enhance them to the serve the community and refresh the Egyptian market .Turning this to action, ACT is working on keeping high-impact performance, and tries to offer many solutions which meet all customers' needs to help provide the best outcomes in all sectors .in addition, it will always take the initiative to look for what is new the market ,as it believes that in such a dynamic world, adaption and innovation are the keys to real success .

So it is necessary for all of us - individuals and institutions - to join hands, help working on the economic restructuring, and achieve the needed development of further growth. Finally, ACT would like to announce that our Service Desk can be accessed 24 hours/7 days a week for the whole year in order to increasing the efficiency of your business constantly & lessening your workload.

Worth mentioning we will be glad to receive all your comments, feedbacks and suggestions which help us working together to strengthen the services that we provide you, and also redeveloping our country-EGYPT- and helping in overcoming the current circumstances and improving the economic growth.

So Let's ACT Together...

Thanks,



Mr. Hassanien Tawfiq
Managing Director

Story of a Sincere **ACTAWY**

• Introduction about yourself

I've started my career journey on early 90's with our lovely ACT. I joined the hospitality department which was a small one in that time. later I started my private business , Ritz-Carlton ,Iberotel and recently I am working for Ritz-Carlton, Doha.

• Why did you choose the IT industry?

When I've started my career in early 90's it was a very important time in terms of IT field , I can remember how all organizations was moving from mainframe and dummy terminal to the world of PC and Novell Netware. Further more my background study in faculty of engineering ,I believe that it was the main factors for me to join and enjoy the IT field with all its pros and nos.

• How would you describe the years you spent working at ACT?

It was really amazing time full of social engagements with both colleagues and leaders. We were like one family working in the same space. The amount of information and social communications I got was the engine of my success in my life.

• What is the best thing about ACT's culture and what is the thing you miss the most about it?

The commitment, dedicated work, and trust, also the family atmosphere you're living in ACT .

• How do you see the company's progress since you left it?

Although I left ACT , I have never disconnected from ACT news .I believe that ACT is running an excellent rule in IT field not only the hospitality industries but also other fields like governmental organizations which is a remarkable work.

• What do you consider to be a main engine behind ACT's success?

Dedicated vision and professional leaders are keeping learning and coaching employees to achieve the company's goals .By applying the spirit of 'one family'. It inspires and energies all people to be attached to the ACT policies.

• What new technologies ACT offers lately that would further enhance the Egyptian ICT sector?

I believe that a very successful company like ACT has its human assets (Leaders and employees) who are ready to satisfy customer needs in different IT fields.

• How did ACT help your career?

I can say that ACT is my first company I worked for it since graduation. I learned a lot from my work at ACT, not only in terms of technical learning but also in terms of communications skills.

• What about your current job?

I am working now for the Ritz-Carlton, Doha as a director of IT.

• What message would you like to send ACT?

I wish you all the success and to be the best company in Egypt.
For my colleagues , believe in your capabilities and be proud of working with ACT.

I wish all success in future for all ACT Team. Hopping to keep the great reputation which was started since more 22 years.



Talaat ElFar

Director of IT
The Ritz-Carlton, Doha



Integrated Solutions Provider



ACT Participation @ CeBIT Hanover 2011

CeBIT is the digital industry's biggest, most international event.

Thanks to its unique combination of exhibition, conferences, keynotes, corporate events and lounges, CeBIT represents an unrivaled tool for doing business and sealing deals.

For the seventh consecutive year, **ACT** participated in CeBIT 2011 from 1-5 March 2011 under the Egyptian Pavilion hosted by ITIDA on the stand 7 (Hall3). Multinationals and countries around the world started viewing Egypt differently, believing the country will become more vital on all levels in the coming period.

Accordingly, Participation in such fairs will have a great impact on our economic, and will present a concrete opportunity for investment and business in the future.

ACT @ ITB Berlin

And from this aspect, **ACT** is keen to participate continuously in ITB Berlin. ITB Berlin

2011 took place from Wednesday, 9 to Sunday, 13 March 2011.

The whole variety of travelling is present at ITB Berlin: Destinations, tour operators, booking systems, carriers, hotels and all other suppliers who want to embellish their customers' most beautiful weeks of the year.

For many years, ACT has joined Micros-Fidelio -the world's leading developer of enterprise applications serving the hospitality industry- to be a part of this momentous event. Attending the event has given ACT the possibility to present Micros-Fidelio products to new prospects, and to explore the new key trends and innovations.

Worth mentioning that Egypt is to be the partner country of ITB Berlin 2012. Mounir Fakhry Abdel Nour, the Egyptian Minister of Tourism, and Raimund Hosch, CEO of Messe Berlin, have signed an agreement to this effect at ITB Berlin.

The peaceful revolution has been the theme dominating the participation of this popular tourism destination in this year's ITB Berlin. Having taken up

his post two weeks ago, the new minister of tourism expressed his delight that ITB Berlin was the destination of his first trip abroad. "This is extremely important for us", said Mounir Fakhry Abdel Nour at ITB Berlin, adding, "we stand by our business partners and will be honouring all our agreements". He noted that as the sector contributing most to the Egyptian economy tourism would continue to remain important. "The livelihood of one in seven Egyptians depends directly or indirectly upon tourism." The tourism authorities have reacted quickly and adjusted their promotional campaigns to accommodate recent events.

Taking as its slogan "Welcome to the country of the peaceful revolution", a campaign has been launched focusing on a peaceful new beginning. The previous headline "Egypt – where everything began" still holds true but, according to Amr El Ezaby of the Egyptian Tourism Board, in the present tense it takes on a new meaning. "Egypt – where everything begins" is the slogan now.



HP Care Pack Service

HP TECHNOLOGY SERVICE

6 Hour call to REPAIR HARDWARE SUPPORT



Keep availability high with responsive committed-repair-time service.

This cost-effective HP Care Pack Service helps you minimise system downtime due to hardware failure. It features a commitment to resolve hardware problems within 6 hours from the time your service call is received.

(Please note repair-time restrictions below.)

When you experience system problems, your call is immediately connected to an HP-certified resolution engineer for troubleshooting. If your problem cannot be resolved remotely, an experienced support professional is dispatched to your site to begin hardware repair activities.

Choose 6-Hour Call-to-Repair support when you need to:

- Be confident of efficient hardware repair within a specified timeframe
- Boost productivity via increased hardware system uptime
- Enjoy consistent hardware support levels across your MPE, HP-UX, Windows NT, NetWare, or mixed environment (limited to Windows NT in the U.S)
- Obtain easy-to-buy, easy-to-use extended warranty services
- Enhance IT resource planning and IT staff efficiency

Service highlights include:

- **Remote problem diagnosis and support** – HP Services uses electronic remote support tools to isolate your problem and facilitate resolution.
- **Onsite hardware support** – For critical issues that cannot be resolved remotely, an HP-certified customer engineer is sent to your site to return your covered hardware to operational condition, repairing or replacing components or entire units as necessary. Your coverage includes all required parts and materials.
- **6-hour repair-time commitment** – HP commits to correcting hardware malfunctions in less than 6 hours from your initial call to the HP Response Centre; available up to 50 miles (80km) from a primary HP support office; (8-hour commitment for systems located within 51-100 miles (81-160km) of a primary HP support office).
- **Round-the-clock coverage** – Service is available 24x7x365.
- **Upfront server audit** – After you purchase and register your HP Care Pack, HP Services collects key system configuration information and inventories covered equipment to streamline troubleshooting and repair of any future server hardware problems.
- **Escalation management** – Established escalation procedures enlist specialised expertise from HP and selected third-parties.

- **Optional Defective Media Retention Service** – A standard hardware warranty or service contract requires payment for a replacement part if a defective one is not returned to HP. This option lets you protect sensitive data by keeping your defective disk, without paying for the replacement.

HP CARE PACK SERVICES

HARDWARE SUPPORT

- 6-Hour Call-to-Repair
- 24-Hour Call-to-Repair
- 4-Hour 24x7 Same Day
- 4-Hour Same Business Day
- Accidental Damage Protection
- Next Business Day
- Next Business Day Support for Travellers
- Next Day Exchange
- Next Day Onsite Exchange
- Return Service
- Pick-Up & Return
- Maintenance Kit Replacement

Software Support

- 24x7 Technical Support
- Technical Support
- Software Product Updates

Education/Installation Services

- Education
- Installation

Premium Hardware/Software Support

- Support Plus
- Support Plus 24

Mission Critical Support

- Critical Service
- Proactive 24



Technology has opened up new markets, new products, new services and efficient delivery channels for the banking industry. Information Technology has also provided banking industry with the wherewithal to deal with the challenges the new economy poses. Information technology has been the cornerstone of recent financial sector reforms aimed at increasing the speed and reliability of financial operations. Hence ACT has organized an event in cooperation with CISCO to expose the new technology of Network Solutions, which help increase the efficiency of the Banking sector. "ACT-CISCO Banking Event" held at Egyptian Banking Institute (EBI) on Monday, January 18, 2011. At this Event ACT has presented all its banking solutions such as:

• **Next Generation Switching:**

Different reasons for deploying next gen switch

- Capacity growth
- New services (web self-care, unified messaging, VoIP, ...)
- Improve access architecture
- Concentration of access lines
- Converge voice and data
- Reduce number of remote switches

• **Next Generation Video:**

The Cisco IP Next-Generation Network (NGN) Video Optimized Transport Solution provides an intelligent, flexible, and highly reliable transport network optimized for delivering cloud media and applications. This end-to-end transport solution and infrastructure helps you deliver new cloud services, extending any type of content over any network to any consumer device.

• **ACT Network Overall Activity for Banking Solutions**

ACT Convergence Applications For Banking Solutions:

- Convergence IP Solution
- Integrated Digital Media System
- Multi-Media Hotline Solution
 - IP Video Surveillance Solution
 - VIP RFID Personalize Services





Microsoft® Forefront Client Security

Principal Bank for Development and Agricultural Credit PBDAC Solution Case Study

"I would like to inform you that PBDAC Forefront project has been executed successfully thanks for your team for their reliability and professionalism"

Eng.Hanan Sobhy
Network & Office Automation GM at PBDAC

OVERVIEW

Country or Region: Egypt

Industry: Agricultural & Development Banking.

Customer Profile:

PBDAC is considered the largest Agricultural Bank in the Middle East.

The Bank owns the Largest customer service network serving the main branch , 18 sub divisions , 177 branch and 1015 village banks spread all over Egyptian governates.

Organization qualified Desktops count: 6125 Desktops.

Business Situation:

PBDAC decided to develop and update their technology tools utilized in their banking. They started with updating their infrastructure by signing an Enterprise Agreement with Microsoft through it's LAR and Golden Partner "Advanced Computer Technology " for the value of \$ 4,650,000 with 6125 seats.

The organization needed to deploy a more secure and reliable security sytem serving all it's devisions and branches.

Solution:

Deploying Microsoft® Forefront™ Client Security Solution on all organization client machines and linking it to management and reporting server.

Benefits:

Microsoft® Forefront™ Client Security provides unified virus and spyware protection for business desktops, laptops and server operating systems that is easy to manage and control. By delivering simplified administration

through central management and providing critical visibility into both threats and vulnerabilities, Microsoft Forefront Client Security helps you protect your business with confidence and efficiency.

SITUATION

One of the main factors distinguishing an organization from other is the data security level of that organization. In large organizations Like banking institutes, they value Internal clients security and give it first priority.

PBDAC Bank faced a big problem with its clients as they didnt apply a central security AV Solution but actually they applied Multiple AV installed separately on each client machine "MacAfee AV" installed on all internal client machines .

For the above reason we decided to start with the end users client machines by deploying a central security solution.

SOLUTION

The organization decided to revamp its environment using Microsoft technologies designed to work together to streamline management and boost user productivity. The Solution was simply Deploying Forefront Client Security server to be the central antivirus solution to simplify management and reporting.

But as we were facing two major problems needing a solution before normal deployment procedures :

1. All clients apply "MacAfee AV"

Microsoft®
GOLD CERTIFIED

Partner

2. A big number of clients not domain members.

To solve the above problems and replace the old AV with the new Microsoft® Forefront™ Client Security on all clients even that not domain members we created a script to do all the following

1. Search for the existing "MacAfee AV"
2. Uninstall "MacAfee AV" Client.
3. Install Forefront Client.
4. Link the FCS with management and reporting Server.

We Started by applying the developed script on a test Lab environment and then deploy it to be run on all the Organization using Domain Group Policy.

BENEFITS

Microsoft® Forefront™ Client Security Unified Protection capabilities deliver:

- 1- Integrated solution for real-time virus and spyware protection.
- 2- Includes advanced malware protection technologies.
- 3- Backed by global malware research and response organization.
- 4- Simplified Administration.
- 5- Define one policy to manage client agent protection settings.
- 6- Deploy security software and signatures effectively.



E-Masary selected by Endeavor Global to join their global network of entrepreneurs



In a country where approximately 75% of the population owns a cell phone but only ~6% have bank accounts, Masary wants to change the way that Egyptians exchange goods and services. Its vision is to use online and mobile payment technology, as well as a robust network of merchants, to turn cell phones into debit cards.

Masary® is the first branded payment service launched by “Applications & Payment Systems Development (APSD) - Egypt”, a company established in 2008 focusing on providing e-Wallet business development as a Service Concept to the Middle East.

Through their company, E-Masary, they have developed a door-to-door sales model and technology platform that lets a growing network of 1,200 merchants pay for and sell eTopUp minutes in cash. They’ve already signed supplier deals with the three largest telcos in Egypt and are launching additional value-added services for their merchants in 2011, ranging from online games to e-loyalty programs.

Through its network of merchants, E-Masary has the potential to reach millions of unbanked citizens who currently lack access to simple financial services.

Hence Mr. Omar el Sanoury; CEO & Managing Director of Masary, and Mr. Moatasem Osam have been selected by Endeavor Global to join their global network of entrepreneurs being High-Impact-Entrepreneurs through e-Masary initiative in Egypt.

The Selection proves that young Egyptian Entrepreneurs can be among the best worldwide. It is all about dedication, commitment, taking risk, working hard, study and learn from mistakes and others experiences. Endeavor invited 26 High-Impact Entrepreneurs rep-

resenting 14 companies from Argentina, Brazil, Chile, Colombia, Egypt, Mexico and Turkey to join the organization at our 38th International Selection Panel, which was held from March 23rd-25th in Mexico City.

Endeavor now supports 580 High-Impact Entrepreneurs from 372 companies in 11 emerging market countries.

The selection process was tough evaluating all aspects from the idea, the company performance, our mindset and persistence, our experience and our ability to give back.

Evaluation through the previous 6 months was conducted by financial experts, technology experts, marketing and branding experts both locally and globally.

To mention few examples of panelists who evaluated them:

Micheal Ahearn (USA): among several positions, Micheal is the Chairman of the board of First Solar, Inc (NASDAQ: FSLR)

Erik Dithmer (USA): Vice President & GM, Americas SME, Dell.

Amy Klement (USA): Amy is a member of the founding team of Pay Pal... Amy is the Vice president of Omidyar Network.

Dr. Curt Alexander (USA): CEO of Owl Fund. Curt is a well known Global Branding expert who has been advisor for more than 20 Fortune 500 companies.

Miguel Angel Davila (Mexico): Founder Grupo Cinemex.

<http://www.endeavor.org/blog/26-new-high-impact-entrepreneurs-selected-at-mexico-panel>

Certificate



Kaspersky Lab hereby certifies that

Advanced Computer Technology (ACT)

is a(an) **Authorized Reseller**

of Kaspersky Lab operating in Egypt. Company is authorized to resell Kaspersky Lab products to end users in strict compliance with Kaspersky Lab policies.

This certificate is effective from 4/19/2011 to 12/31/2011

Certificate number is AD05EG00/AdvancCo10

A blue ink signature, likely of Garry Kondakov, is written over a faint, larger blue signature.

Managing Director,
Kaspersky Lab EEMEA
Garry Kondakov

ACT

HOREST
TRAIN
HOTELS & RESTAURANTS

EGYPT
T V E T
REFORM

تعاون مشترك بين كل من أكت وشراكة الفنادق والمطاعم



ومن خلال بروتوكول التعاون بين كل من أكت وشراكة الفنادق والمطاعم ، تعمل أكت على تفعيل أهداف المشروع. وبناء عليه وإيماناً منا بأهمية المسؤولية الاجتماعية للشركات ، منحت كل من شركة أكت Micros-Fidelio وشركة مايكروز فيديليو العالمية ثلاثة وعشرون رخصة مجانية خاصة بتطبيقات إدارة الممتلكات لكليات السياحة والفنادق المصرية وكذلك المعاهد العليا ، وذلك من أجل تحسين قدرات الخريجين الجدد ، والتي من شأنها خلق فرص وظيفية أفضل ، مما يساعد على تعزيز وتنمية قطاع السياحة والفنادق والذي يلعب دوراً هاماً في الاقتصاد المصري.

ويشمل البرنامج الممنوح رخصة مجانية لبرامج مايكروز فيديليو ، وأيضاً القيام بأعمال التدريب (تدريب المدربين) ، والتركيب ، هذا بالإضافة للدعم الفني لأنظمة إدارة الممتلكات الرائدة في جميع أنحاء العالم (Fidelio Front Office and Fidelio Food & Beverage) ، هذا إلى جانب وجود الفرصة ليشمل هذا البرنامج باقي تطبيقات وأنظمة مايكروز فيديليو. كما يستهدف البرنامج جميع الكليات والمعاهد العليا للسياحة والفنادق من أجل تقديم جيل رائد في صناعة الفنادق ، ومدرّب على أعلى مستوى وأحدث المعايير ، كما تشمل المنحة أيضاً كليات التجارة باعتبارها واحدة من المستفيدين من أنظمة المحاسبة.

أحتفلت شركة الحاسبات المتقدمة (أكت) بتوقيع بروتوكول تعاون لتطبيق نظم إدارة الفنادق في المنشآت التعليمية والتدريبية في قطاع الفنادق مع شراكة الفنادق والمطاعم - هورست وذلك اليوم الأربعاء الموافق ٢٠١١/١/٥ بفندق جراند حياة - قاعة ليلتي. وتعتبر شراكة الفنادق والمطاعم (هورست Horest) أحد الأهداف الرئيسية للمشروع القومي لإصلاح التعليم الفني والتدريب المهني (TVET) والذي يتم تمويله من الحكومة المصرية والاتحاد الأوروبي.

ويهدف المشروع إلى تحسين القدرة التنافسية للمؤسسات المصرية في الأسواق المحلية العالمية عن طريق تأسيس شبكة من المؤسسات اللامركزية المبنية على الطلب (شراكات التعليم الفني والتدريب المهني) في القطاعات المختلفة. وبناء على ذلك يتم تقديم البرامج التدريبية طبقاً لاحتياجات السوق وتطوير المناهج التعليمية للمدارس والمعاهد الفنية الفندقية.

ومن المهام الرئيسية لشراكة الفنادق والمطاعم المساهمة في عملية إصلاح التدريب والتعليم الفني حسب رؤية الصناعة لكي نصل إلى تلبية متطلبات الأطراف المعنية من القطاعين العام والخاص. هذا بالإضافة إلى تقديم جودة عالية وخدمات احترافية من خلال نظام التعليم الفني والتدريب المهني الفندق والسياسي تماشيًا مع المعايير الدولية المعترف بها.

كلية العدد

السادة / عملائنا وشركائنا الأعزاء ،،،



أ / حسانين توفيق
العضو المنتدب

بداية أتمنى أن تكونوا جميعاً بخير وسلام في ظل الظروف الراهنة والغير متوقعة التي شهدتها البلاد . سيسجل التاريخ يوم ١١ فبراير باعتباره بداية لحقبة جديدة من التحول الفكري والإصلاح ، هذا ومن شأن الانتقال السلس للسلس للسلطة أن يمهّد الطريق نحو المزيد من الإصلاحات الاقتصادية والتي تم اعتمادها في مصر علي فترات متباعدة .

وتعد التجارة الداخلية في مصر واحد من أهم مفاتيح الرئيسية لإعادة الإصلاح باعتبارها من مصادر القوة الرئيسية للاقتصاد المصري والمنتج الرئيسي للسيولة النقدية التي تزخر في السوق .

ولكوننا أحد مقدمي الحلول المتكاملة ، تؤمن شركة أكت بأنه ينبغي لها أن تساهم في النمو باعتبارها واحدة من اللاعبين الرئيسيين في صناعة تكنولوجيا المعلومات والاتصالات ، حيث يشكل هذا القطاع جزءاً حيوياً من قطاعات الأعمال المختلفة في جميع أنحاء العالم ، فهو بمثابة العمود الفقري لجميع الخدمات الحكومية المقدمة للمواطنين في معظم البلدان المتقدمة. فعلى سبيل المثال ينبغي أن يشهد الاقتصاد المصري زيادة تقدر بسبعة في المئة سنوياً كحد أدنى من أجل القضاء على البطالة التي انتشرت على نطاق واسع في جميع أنحاء مصر خلال العقود الأخيرة .

وكوسيلة لتحقيق هذا الهدف تسعى أكت بكل طاقتها للحفاظ علي العمالة الخاصة بها ، وتسعى الى تعيين المزيد من الموظفين كلما دعت الحاجة لذلك من أجل المساعدة في تحسين القطاع المالي والاجتماعي. ومن هنا فإننا ندعو كل قطاعات الأعمال البقاء على العمالة الحالية ، من أجل كسب المزيد والأستفادة منهم على المدى الطويل .

كما نعتقد أكت بأنه يجب علي كل قطاعات الأعمال ليس فقط الحفاظ علي منتجاتها وخدماتها الحالية ولكن يجب عليها السعي نحو تعزيز هذه الخدمات وتحديث السوق المحلية .

ومن هذا المنطلق وتحقيقاً لهذه الأهداف ، تعمل أكت جاهدة للحفاظ على أداءها المتميز ، هذا بالإضافة الى تقديم العديد من الحلول والأنظمة والخدمات التي تلبي احتياجات كافة العملاء وتوفر أفضل النتائج لجميع القطاعات. كما أنها سوف نأخذ دائماً بضمّام المبادرة للبحث عن كل ما هو جديد في السوق ، أيماناً بأن كل من الابتكار والتكيف مع الظروف المستجدة هما المفتاح الحقيقي للنجاح في عالم متغير دائماً .

ولذلك فعلياً جميعاً أفراداً ومؤسسات أن نتكاتف من أجل إعادة الهيكلة الاقتصادية ، وتحقيق التنمية المطلوبة لمزيداً من النمو.

وأخيراً فإن أكت تود أن تعلن أن مكتب خدمة العملاء يعمل علي مدار ٢٤ ساعة خلال الأسبوع طوال العام وذلك من أجل زيادة كفاءة عملك باستمرار وتخفيف عبء العمل الخاص بك.

الجدير بالذكر اننا سنكون سعداء لتلقي كافة تعليقاتكم وأرائكم واقتراحاتكم والتي تساعدنا على العمل معا لتعزيز الخدمات التي نقدمها لكم ، وإعادة تطوير بلدنا أيضاً ، ومساعدة مصر في التغلب على الظروف الحالية وتحسين النمو الاقتصادي.

لذلك دعونا نعمل معا .

وشكراً،



أكت نيوز هي مجلة ربع سنوية غير مخصصة للبيع تصدر عن:

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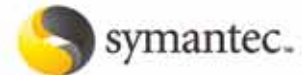
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